

Li Chen

Samuel Curtis Johnson Graduate School of Management
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PROFESSIONAL EXPERIENCE

Samuel Curtis Johnson Graduate School of Management, Cornell University
Associate Professor 07/2015 – now
The Fuqua School of Business, Duke University
Associate Professor 07/2012 – 06/2015
Assistant Professor 07/2008 – 06/2012
Haas School of Business, University of California
Visiting Scholar 11/2018 – 12/2018
Operations Research, Cornell Tech
Visiting Scholar 09/2018 – 11/2018
Graduate School of Business, Stanford University
Visiting Scholar 05/2015 – 08/2015
TrueDemand Software, Los Gatos, CA
Cofounder and Lead Scientist 09/2004 – 03/2008
Walmart.com, Brisbane, CA
Supply Chain Consultant 06/2004 – 09/2004
IBM Almaden Research Center, San Jose, CA
Research Intern 09/2003 – 12/2003
IBM Watson Research Center, Yorktown Heights, NY
Research Intern 06/2003 – 09/2003
Rockwell Semiconductor (Conexant) Systems, Newport Beach, CA
Systems Engineer 04/1998 – 08/1999

EDUCATION

Ph.D. Management Science and Engineering, Stanford University, June 2005
M.S. Electrical Engineering, University of California, Santa Barbara, December 1996
B.S. Engineering, Shanghai Jiao Tong University, July 1993

AWARDS AND HONORS

Clifford H. Whitcomb Faculty Fellow 2016
Johnson School Teaching Honor Roll 2016, 2017
Third Place (2016), Second Place (2014), Third Place (2009), Best Paper Competition at CSAMSE
Meritorious Service Award, Manufacturing & Service Operations Management 2010, 2015, 2017
Meritorious Service Award, Management Science 2013
Honorable Mention Award, M&SOM Student Paper Competition 2003
Stanford School of Engineering Fellowship 1999

PEER-REVIEWED PUBLICATIONS

Responsible Sourcing

- [1] Chen, L., H.L. Lee. 2017. Sourcing under supplier responsibility risk: The effects of certification, audit, and contingency payment. *Management Science*. 63(9) 2795-2812.

Manufacturing and Distribution

- [2] Chen, L., J-S. Song, Y. Zhang. 2017. Serial inventory systems with Markov-modulated demand: Derivative bounds, asymptotic analysis, and insights. *Operations Research*. 65(5) 1231-1249.
– An earlier version won the third place in the best paper competition at CSAMSE 2016.
- [3] Chen, L., B. Hu. 2017. Is reshoring better than offshoring? The effect of offshore supply dependence. *Manufacturing & Service Operations Management*. 19(2) 166-184.
– Featured article of the journal issue.
– Editor's picks in INFORMS ICYMI newsletter July 2017.
- [4] Chen, L., S. Yucel, K. Zhu. 2017. Inventory management in a closed-loop supply chain with advance demand information. *Operations Research Letters*. 45(2) 175-180.
- [5] Chen, L., G. Kok, J. Tong. 2013. The effect of payment schemes on inventory decisions: The role of mental accounting. *Management Science*. 59(2) 436-451.

Supply Chain Bullwhip Effect

- [6] Chen, L., W. Luo, K. Shang. 2017. Measuring the bullwhip effect: Discrepancy and alignment between information and material flows. *Manufacturing & Service Operations Management*. 19(1) 36-51.
– An earlier version won the second place in the best paper competition at CSAMSE 2014.
- [7] Chen, L., H.L. Lee. 2012. Bullwhip effect measurement and its implications. *Operations Research*. 60(4) 771-784.
– An earlier version won the third place in the best paper competition at OCSAMSE 2009.
- [8] Chen, L., H.L. Lee. 2009. Information sharing and order variability control under a generalized demand model. *Management Science*. 55(5) 781-797.

Retail Operations

- [9] Chen, L., A. Mersereau, Z. Wang. 2017. Optimal merchandise testing with limited inventory. *Operations Research*. 65(4) 968-991.
- [10] Chen, L. 2010. Bounds and heuristics for optimal Bayesian inventory control with unobserved lost sales. *Operations Research*. 58(2) 396-413.
- [11] Chen, L., E. Plambeck. 2008. Dynamic inventory management with learning about the demand distribution and substitution probability. *Manufacturing & Service Operations Management*. 10(2) 236-256.
– An earlier version won honorable mention in M&SOM student paper competition 2003.

BOOK CHAPTERS

- [12] Chen, L., Y. Cui, H.L. Lee. 2018. On-demand customization and channel strategies. *Channel Strategies and Marketing Mix in a Connected World*. Ed. Saibal Ray and Shuya Yin. Springer, New York. Accepted for publication.
- [13] Chen, L., H.L. Lee. 2017. Modeling and measuring the bullwhip effect. *Handbook of Information Exchange in Supply Chain Management*. Ed. Albert Y. Ha and Chris S. Tang. Springer, New York.
– Lead chapter of the book.

- [14] Chen, L., A.J. Mersereau. 2015. Analytics for operational visibility in the retail store: The cases of censored demand and inventory record inaccuracy. *Retail Supply Chain Management: Quantitative Models and Empirical Studies*. 2nd edition. Ed. Narendar Agrawal and Stephen A. Smith. Springer, New York.

WORKING PAPERS

- [15] Chen, L., S. Yao, K. Zhu. 2018. Responsible sourcing under supplier-certifier collusion. Under second round review with ***Manufacturing & Service Operations Management***.
- [16] Chen, L., S.-H. Kim, H.L. Lee. 2017. Healthcare vehicle maintenance contracting in developing economies: The role of social enterprise. Revision invited for third round review with ***Manufacturing & Service Operations Management***.
- [17] Chen, L., C. Wu. 2017. Bayesian dynamic pricing with unknown customer willingness-to-pay and limited inventory. Under third round review with ***Manufacturing & Service Operations Management***.
- [18] Chen, L., C. Wu. 2018. Open-loop policies in Bayesian dynamic pricing: Some counter-intuitive observations and insights. In preparation for submission to ***Operations Research Letters***.
- [19] Chen, L. 2018. Fixing phantom stockouts: Optimal data-driven shelf inspection policies. In preparation for resubmission to ***Management Science***.
- [20] Chen, L. Y. Cui, H.L. Lee. 2019. Retailing with 3D Printing. In preparation for resubmission to ***Management Science***.
- [21] Chen, L., A.M. Davis, D. Kim. 2017. Predicting order variability in inventory decisions: A model of forecast anchoring. In preparation for resubmission to ***Manufacturing & Service Operations Management***.

OTHER PUBLICATIONS

- [22] Ramachandran, B., L. Chen. 2012. Method for managing and controlling stability in business activity monitoring and management systems. *US Patent* 8126762.
- [23] Chen, L., E. and Plambeck. 2004. Dynamic Bayesian quantity control when some customers will accept a substitute. *Manufacturing & Service Operations Management*. 6(1) 103-106.
– Extended abstract for finalist in M&SOM student paper competition 2003.
- [24] Chen, L., K.T. Chu. 2003. Method and apparatus for quick startup in a half-duplex modem system. *US Patent* 6560321.
- [25] Chen, L., F. Aminian, K.T. Chu. 2002. System and method of validating equalizer training. *US Patent* 6445734.
- [26] Chen, L., R. Smith., G. Dullerud. 1998. A linear perturbation model for a nonlinear system linearized at an equilibrium neighborhood. *Proceedings of 37th IEEE Conference on Decision and Control*.
- [27] Chen, L., R. Smith. 1998. Closed-loop model validation: An application to an unstable experimental system. *Proceedings of American Control Conference, June 1998*.
- [28] Chen, L., R. Smith. 1997. Closed-loop model validation for an inverted pendulum experiment via a linear matrix inequality approach. *Proceedings of 36th IEEE Conference on Decision and Control*.

TEACHING CASES

Cocaine Supply Chain: Interdiction and Destabilization Strategies 2012
Kaibo Engineering Group Corporation: Project Procurement in Libya 2010

TEACHING EVALUATIONS

Cornell Johnson Instructor Ratings (out of 5.0):

- Supply Chain Strategy (EMBA elective): 5.00 (2018), 4.80 (2017)
- Supply Chain Strategy (MBA half-semester elective): 4.80, 4.92 (2018); 4.80, 4.82 (2016)
- Supply Chain Analytics (MBA half-semester elective): 4.87, 4.79 (2016)
- Supply Chain Management (MBA full-semester elective): 4.74, 4.74 (2017)

Duke Fuqua Instructor Ratings (out of 7.0):

- Supply Chain Management (MBA elective): 6.22, 6.50 (2014); 6.60, 6.34, 6.66 (2013); 6.40, 6.27 (2012); 6.00, 6.35 (2011); 6.21 (2010); 6.43 (2009)
- Supply Chain Management (WEMBA elective): 6.58 (2015); 6.71 (2010); 6.00 (2009)
- Operations and Supply Chain Management (MMS core): 6.80 (2015); 6.50, 6.50 (2010)
- Operations and Supply Chain Management (MMCi core): 6.18 (2011)

Duke Engineering Instructor Ratings (out of 5.0):

- Supply Chain Management (MEMP elective): 4.68 (2013); 4.79 (2010)

DOCTORAL DISSERTATION COMMITTEES

- Current Zhen (Lesley) Lian (Cornell, Chair)
Chengyu Wu (Duke, Chair)
Junhyun Bae (Cornell, Member)
Cong Ding (Cornell, Member)
- 2015 Zhe Wang (UNC Chapel Hill, Member)
- 2013 Saed Alizamir (Duke, Member)
Yang Li (Duke, Member)
Wei Luo (Duke, Member)
- 2012 Jordan Tong (Duke, Member)
- 2011 Suri Gurumurthi (Duke, Member)

SCHOOL COMMITTEE SERVICES

- 2017-18 Cornell Hotel School Faculty Reappointment Review Committee
Cornell Johnson Accounting Faculty Search Committee
Cornell Tech Marketing Faculty Search Committee
- 2016-17 Cornell Tech Marketing Faculty Search Committee
- 2013-15 Duke Fuqua Faculty Student Engagement Committee

JOURNAL EDITORIAL SERVICES

- Associate Editor (2018 –), Manufacturing & Service Operations Management
- Guest Department Editor (2018 –), Manufacturing & Service Operations Management
- Senior Editor (2017), POM Special Issue on Innovations and Sustainability
- Guest Associate Editor (2010), Operations Research

- Referee (2005 –), Management Science, Operations Research, Manufacturing & Service Operations Management, Mathematics of Operations Research, Production and Operations Management, Operations Research Letters, Naval Research Logistics, IIE Transactions, International Journal of Production Economics, California Management Review, Canadian Journal of Operational Research, Automatica

ACADEMIC FIELD SERVICES

Co-Chair, M&SOM Society Student Paper Competition 2010
 Session Chair, INFORMS Annual Conference 2011-2014, 2017
 Session Chair, International Workshop on MSOR, Hefei, China 2013
 Session Chair, OCSAMSE Annual Conference, Beijing, China 2010
 Session Chair, POMS Annual Conference, Vancouver, Canada 2010
 Invited Judge, M&SOM Society Student Paper Competition 2011-2014, 2017
 Invited Judge, POM Supply Chain College Student Paper Competition 2016-2018
 Invited Judge, CSAMSE Conference Best Paper Competition 2012, 2017
 Invited Reviewer, M&SOM Conference 2012-2014, 2018

INVITED SEMINAR TALKS

2017 University of California, Riverside, School of Business Administration
 Pennsylvania State University, Smeal College of Business
 University of British Columbia, Sauder School of Business

2016 North Carolina State University, Operations Research

2015 University of Texas, Dallas, Jindal School of Management
 Cornell University, Johnson Graduate School of Management
 University of California, Irvine, Merage School of Business
 The Chinese University of Hong Kong, CUHK Business School
 National University of Singapore, NUS Business School
 The University of Hong Kong, School of Business

2014 University of Wisconsin-Madison, Wisconsin School of Business
 McGill University, Desautels Faculty of Management

2013 New York University, Stern School of Business
 The University of Texas, Austin, McCombs School of Business
 Columbia University, Columbia Business School
 Northwestern University, Kellogg School of Management
 University of Chicago, Booth School of Business
 University of Science and Technology in China, School of Management
 University of Washington, Foster School of Business

2012 University of Southern California, Marshall School of Business
 National University of Singapore, NUS Business School
 Cornell University, Johnson Graduate School of Management
 Washington University in St. Louis, Olin Business School

2011 Stanford University, Department of Management Science and Engineering
 Stanford University, Graduate School of Business

2010 Shanghai Jiao Tong University, China, Antai School of Management
 University of Michigan, Ross School of Business
 University of North Carolina, Department of Statistics and Operations Research

2009 Tsinghua University, China, School of Economics and Management
 Peking University, China, Guanghua School of Management

2008 Nanjing University, China, Department of Management Sciences and Engineering
 Hohai University, China, School of Business
 Chinese University of Hong Kong, Department of Systems Engineering
 Duke University, Fuqua School of Business
 Dartmouth College, Tuck School of Business
 University of Pennsylvania, The Wharton School

Washington University in St. Louis, Olin Business School
2006 New York University, Stern School of Business
2004 Purdue University, School of Industrial Engineering

CONFERENCE PRESENTATIONS

INFORMS Annual Conference 2003, 2005, 2007, 2009, 2011-2015, 2017
M&SOM Annual Conference 2009, 2012-2014, 2017-2018
Supply Chain Finance and Risk Management Workshop, Washington University 2017
INFORMS International Conference 2016, 2018
POMS Annual Conference 2010, 2014
OCSAMSE Annual Conference 2008-2010
UNC Kenan-Flagler Junior Faculty Symposium 2013
Duke-UNC Operations Management Workshop 2012
IEEE Conference on Decision and Control 1997-1998